

North Central Coast Region

Monterey, San Benito, and Santa Cruz Counties



REGIONAL LEAD AGENCIES

California Project LEAN

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5 a Day-Power Play! Campaign

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Latino 5 a Day Campaign

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ALISAL UNION SCHOOL DISTRICT*LIA—School/District Channel*

Suzanne du Verrier	Local Share:	\$846,018
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Target Audience

- Ages: PreKindergarten; Grades 4, 5; Young Adults; Adults
- Ethnicities: Asian (5%); African American (1%); Latino (80%); Caucasian (14%)
- Language: Spanish, English

Settings

Community Center; School

Partners

Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; Local Department of Social Services; Food Bank

Description

Alisal Union School District lies in the richly agricultural Salinas Valley. The district serves approximately 8,000 students at eleven elementary schools. The district is comprised of predominantly low-income families. Half of the district's students are migrant. Eighty-eight percent of the students qualify for free or reduced meals.

A *5 a Day* Facilitator and three teachers on special assignment are the Nutrition and Physical Activities Educators. They service the fourth- and fifth-grade students district-wide seeing each class 45 minutes a day in one week blocks. Pre-school students are another area of focus. Each pre-school class is seen one day a week for a 30 minute block. Other grades in the district are serviced by the educators through after school and summer programs. Health Clubs are in place on campuses to promote nutrition and physical activity throughout the schools. Pre-school parents, ESL parents and migrant parents are targeted through a program especially designed and taught by one of the educators. This has lead to the beginning of the development of a farm to school program, the piloting of gardens at two schools, and work towards a community garden at one or both of those schools.

Community outreach extends from collaboratives with the Food Bank, AAUW, DSS Food Stamp Outreach Program, American Heart Association, among others, to the *5 a Day* logo on district Food Service trucks. Everyone in the city gets the 5 a Day message every school day!

COMMUNITY BRIDGES*5 a Day–Power Play! Campaign*

Roberto Leni	Grant Amount:	\$100,000
Community Bridges	Year First Funded:	FFY 2003
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Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

School; Grocery Store; Farmers' Market; Restaurant; Community youth organizations; Community events; Media

Partners

Schools; School Food Service; Local Health Department; Parks and Recreation; University of California Cooperative Extension; Community youth organizations; Supermarkets; Farmers' markets; Restaurants; Media

Description

Community Bridges acts as the Central Coast Region lead agency for the *California Children's 5 a Day–Power Play! Campaign*. During 2003, the region will reach 9- to 11-year-old children with the 5 a Day and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/ restaurants and the media. The lead agency will recruit participation from a variety of community organizations; provide training and technical assistance; lead policy, environmental and/or systems changes within the region; conduct media and public relations outreach; enhance connections among participating organizations; and facilitate a community coalition. Through these activities, the lead agency will ensure that the *Campaign* achieves at least 18,000 impressions with the region's 9,200 low-income 9- to 11-year-old children. The Central Coast Region includes Monterey, San Benito, and Santa Cruz counties.

COMMUNITY BRIDGES*Latino 5 a Day Campaign***Leticia Mejia**

Regional *Latino 5 a Day* Marketing Manager
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 Watsonville, CA 95076

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Grant Amount:

\$95,000

Year First Funded:

FFY 2003

Target Audience

- Ages: Young Adults; Adults
- Ethnicities: Latino
- Language: Spanish, English

Settings

Large Latino oriented festivals; Farmers'/flea markets; Supermarkets and neighborhood grocery stores; Direct health service providers and community based organizations; Television, radio, and print media outlets; Local elected officials and policymakers; Other community events that cater to the Latino community

Partners

17 partners

Description

Community Bridges recently joined the *California Latino 5 a Day Campaign* to serve as the regional lead agency for the Central Coast Region, which includes Monterey, San Benito, and Santa Cruz counties. Community Bridges will lead the regional implementation of the *Campaign's* community-level interventions and oversee the Central Coast 5 a Day Regional Coalition consisting of *Latino 5 a Day* and *5 a Day–Power Play!* Subcommittees.

In 2003, the Central Coast lead agency will seek to reach 125,000 Latino adults with the 5 a Day and physical activity messages by conducting outreach at large festivals, farmers'/flea markets, grocery stores and supermarkets, and other community events that cater to the Latino audience. The lead agency also will distribute the *5 a Day and Physical Activity Toolbox for Community Educators* and the *Latino 5 a Day Outreach Kit* to direct health service providers and community based organizations that are interested in reaching the Latino community with the 5 a Day and physical activity messages. The lead agency will participate in three regional media tours and work to secure partnerships with local media including Spanish-language and Latino-targeted English language television, radio, and print publications. The Central Coast lead agency will work to inform local elected officials and policymakers about the *Campaign's* goals and activities. Lastly, the Central Coast lead agency will participate in the NetCom III training and work with other regional coalitions and collaboratives to facilitate networking and information exchange, as well as develop mutual strategies for improving fruit and vegetable consumption and physical activity in the Central Coast Region.

MONTEREY COUNTY DEPARTMENT OF PUBLIC HEALTH*LIA—Local Health Department Channel*

Joann Godoy	Local Share:	\$529,341
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Target Audience

- Ages: PreKindergarten; Grades 1-6; Adults; Seniors
- Ethnicities: Latino (85%); Caucasian (15%)
- Language: Spanish, English

Settings

School; Farmers' Market

Partners

15 partners from: Schools; School Food Service; Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services; Public Library

Description

The Monterey County Health Department employs many innovative approaches to nutrition education and collaborates with a broad variety of community-based organizations, including Salinas Adult School, Salinas City Elementary School District, and the Salinas Public Library. These agencies provide nutrition education combined with family literacy, parent education, and early childhood education. Students in local schools “learn by doing” a number of innovative nutrition education activities. The “Family Garden” at the Salinas Adult School provides the backdrop for nutrition education for students as well as their families. At the Salinas City Library, the “Plant a Seed, Read” project housed in the library branch maintains a collection of nutrition curricula, cookbooks, activity materials, and computer software.

MONTEREY COUNTY HEALTH DEPARTMENT—CHRONIC DISEASE PREVENTION BRANCH

California Project LEAN Regional Lead Agency

Janine Nuñez Robinette

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Grant Amount:

\$103,540

Year First Funded:

FFY 1999

Target Audience

- Ages: Young Adults; Adults
- Ethnicities: Latino (100%)
- Language: Spanish, English

Settings

Community Center; Clinic; School; Grocery Store; Faith Organization

Partners

83 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services; ACS; AHA; WIC

Description

The North Central Coast LEAN lead agency coordinates a coalition of partners to address community issues related to nutrition and/or physical activity and facilitates the regional collaborative workgroups.

The region coordinates communication and strengthens relationships with all *Network*-funded Local Incentive Awardees and Special Projects in the region. Regional projects were surveyed for training needs and will be provided with training opportunities based on the assessment. Technical assistance is provided to regional projects.

Regional staff serves as experts for media inquiries and activities occurring in the region, including coordination of activities for State-sponsored media campaigns such as National 5 A Day Week and Spring Into Health.

The region's Community-Based Social Marketing targets low-income, Hispanic mothers with grocery store taste tests, nutrition classes, sample recipes and tip sheets to support behavioral change for incorporating fruits and vegetables into meals. The campaign message is also being distributed on grocery bags and medical appointment reminder cards. The message will also be reinforced via media such as radio spots.

SAN BENITO HEALTH FOUNDATION*PCFH Healthy Eating and Childhood Overweight Prevention Grant*

Sheila James	Grant Amount:	\$108,445
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Target Audience

- Ages: PreKindergarten; Grades 1-12
- Ethnicities: African American; Latino; Caucasian
- Language: Spanish, English

Settings

Clinic

Partners

4 partners from: Parks and Recreation; Project LEAN; CHDP; WIC

Description

The San Benito Health Foundation's Food and Fitness for Better Health project is a community-based intervention targeting low-income children and their parents or caregivers. The project is designed to increase daily physical activity, increase fruit and vegetable consumption to five servings or more each day, and to facilitate diet and health-related behavior changes that decrease risk for chronic disease and promote good health. Major activities for the project include: (1) developing two nutrition education classes that focus on healthy eating and physical activity. The classes will be given monthly in both English and Spanish and will encourage and support families in choosing foods that promote good health and decrease risk for chronic disease; (2) establishing of a physical activity challenge for families and staff. The focus of the challenge will be to increase the total daily time spent engaged in physical activities. The family-centered activity will feature a walking club; and (3) implementing a turn-off-TV campaign to encourage families to reduce the amount of time they spend engaged in sedentary activities. This campaign will complement the physical activity challenge by encouraging parents to set time limits for TV use.

SANTA CRUZ CITY SCHOOLS—BRANCIFORTE ELEMENTARY*LIA—School/District Channel*

Barbara Novelli	Local Share:	\$107,544
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Target Audience

- Ages: PreKindergarten; Grades 1-6
- Ethnicities: Asian (2.7%); African American (2.4%); Latino (54%); Native American (0.7%); Pacific Islander (0.5%); Caucasian (39.3%)
- Language: Spanish, Tagalog, Mandarin, English

Settings

School; Farmers' Market; Local farms

Partners

School Food Service; Local Health Department; Life Lab Science Program; Community Alliance with Family Farmers

Description

Branciforte Elementary School is implementing a nutrition education program featuring the school garden, farmers markets, community grocery stores, local farms and farmers. The goal of this program is to encourage all students to eat at least 5 fresh fruits and vegetables per day and be physically active.

Starting in January the school will be highlighting a fruit and vegetable of the month on a bulletin board in the school cafeteria as well as incorporating these fruits and vegetables into cooking classes and conducting taste-tastings. Produce for these activities will be grown in the Life Lab garden, as well as purchased from local farmers. These farmers will be invited into classrooms to teach about sustainable farming and to promote eating fresh, locally grown produce. Some classes will visit local farms to experience first hand how food is grown on a larger scale. All classes will be able to enjoy fresh produce from the Life Lab garden.

The monthly nutrition newsletter will help keep families updated about these new activities. The newsletter will also contain recipes for healthy snacks and ideas about how to include more fresh, locally grown produce in meals at home. Nutrition activities are designed and implemented by a site-based Student Nutrition Advisory Council (SNAC) made up of teachers, administrators and Healthy Start staff.

SANTA CRUZ COUNTY HEALTH DEPARTMENT*LIA—Local Health Department Channel*

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Target Audience

- Ages: All Ages
- Ethnicities: African American (0.4%); Latino (92%); Native American (0.8%); Pacific Islander (0.6%); Caucasian (6%)
- Language: Spanish, English

Settings

School

Partners

15 partners from: Schools; School Food Service; Local Health Department; Project LEAN; Local Department of Social Services; Migrant Head Start; Head Start; Community Alliance of Family Farmers; WIC

Description

A new collaboration has formed between the Children's Health and Disability Prevention (CHDP) Program of the Santa Cruz County Health Services Agency, Pajaro Valley Unified School District, and the Community Alliance with Family Farmers (CAFF) to build a comprehensive nutrition education program within three pilot schools of Pajaro Valley Unified School District and related community wide outreach, education, and policy developments regarding improved access and increased consumption of fresh fruits and vegetables from local farms and gardens.

The new social marketing campaign includes nutrition education activities in school gardens, kitchens, classrooms, cafeterias, and local farms. They will strive to link each of these activities to one another, such as having the farms that are visited also supply the culinary classes and the cafeteria with fresh produce; then have the kitchen scraps used in vermi-composting fifth-grade science lesson, before returning to the school garden as fertilizer for the radishes that end up back in the cafeteria.

They are focusing these activities in the fourth and fifth grades at the three designated pilot schools. Each of these activities will rely on existing curriculum that links to the state standards. By focusing on the fourth and fifth graders, the project will also be able to utilize the resources available through the *5 a Day Campaign*.

The program includes the ongoing developments of the Children's Food & Fitness Coalition and further outreach to local policy makers in setting nutrition goals, objectives, and strategies for the County.